

Friday's Reductions.

\$25 and \$30 Suits,
Novelty Panamas,
New Spring Mixtures,

\$15

Friday's Specials.

The remarkable difference that the turn of a month makes—reasonably priced in April \$25 and \$30—reduced now to \$15.

Dashing Prince Chaps
Smart Pony Styles,
Jaunty Etons,
Double Breasted
and
Cutaway Models.

Highest quality in every respect—costs richly silk or satin lined—elaborately braided—trimmed—vest effects. Skirts have every new style feature—full skirted—cluster folds—folds at bottom. In every stylish color.

Perfect Alterations FREE.

SALE AT ALL THREE STORES

Bedell
14th Street
NEW YORK
460 & 462 Fulton Street
BROOKLYN
645 & 651 Broad Street
NEWARK

JAMES McCREERY & CO.

HABERDASHERY DEPTS. In Both Stores.

On Friday and Saturday,

May the 3rd and 4th.

Sale of 1,200 fancy Waistcoats.

Novelty weaves. New designs, including check and stripe flannel and washable fabrics.

The latest models. Custom tailored.
2.25 each
value 3.50 to 4.50

LADIES' HOUSE GOWNS. In Both Stores.

Silk House Gowns, trimmed with lace. 9.50

Albatross and Challie House Gowns. 6.75 and 8.50

Silk Kimonos. Oriental designs and plain colors. 5.00 and 6.50

23rd Street

34th Street

JAMES McCREERY & CO.

ART METALWARE AND CHINA. In Both Stores.

A very extensive and varied stock of China, Bric-a-Brac, Curios, Bronzes, Silverware, Lamps, Clocks, etc., which affords an excellent opportunity for selecting wedding gifts or country cottage furnishings.

23rd Street.

34th Street.

JAMES McCREERY & CO.

On the Fifth Floor
of the Thirty-fourth Street Store

are located Infants', Children's, Misses', Boys' and Youths' Clothing Departments which contain every accessory of the Juvenile Wardrobe.

Thirty-fourth Street.

CARPET C. H. BROWN CO.
231-233 E. 23rd St.
CLEANSING
ALTERING. RELAYING. PACKING.

All Business, Political and

Sporting Queries Answered

by the 1907 World Almanac.

We sell more Real Laces than any other store in America

EHRRICH
Mail Orders Promptly & Carefully Filled. 6th Av. & 23d St., New York

Year's Richest Millinery Chances

A Manufacturer's Backward-Season Sacrifices

Ready-to-Wear Hats, Untrimmed Milan Hats at Women's Neopolitan Flats

98c Value \$3.00



This hat is made on the new mushroom frame, of silk braid, edged on crown and brim with two folds of willow. Trimmed around crown with silk and on side with large rosette and ball pin to match. The band is trimmed with loops of silk.

95c Value \$2.25

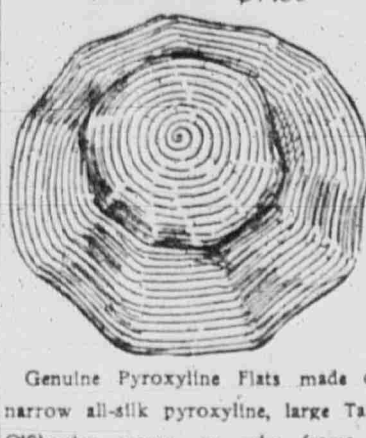


These hats are made of fine sewed Milan on all the new shapes, especially Sunbeam, Haviland, Jaunty, Radcliffe and Montrose. In the popular colors, burnt and black. On account of the limited quantity, but one hat to a customer. No mail orders and none C. O. D.

Handkerchiefs

Men's all-linen, hemstitched handkerchiefs; slightly soiled; value 25c; Friday at 12 1/2c
Kimono Handkerchiefs in assorted prints; Friday at 6c

\$1.95 Value \$4.50



Genuine Pyroxyline Flats made of narrow all-silk pyroxyline, large Tam O'Shanter crown, on wire frame—a limited number in this lot—the surplus stock of one of the foremost manufacturers—colors black, brown, navy, champagne, light blue, pink and white. One to a customer. None C. O. D. or by mail.

\$15 Prince Chap Suits at \$7.98



Friday we offer a limited number of all-wool Worsted mixtures and all-wool Panama mixtures Suits, latest Prince Chap style, in light and medium stripes, or light, medium and dark checks. See these suits Friday and you will pronounce them the greatest values offered in many months. We declare them worth \$15.00. Your choice at \$7.98, but none sent C. O. D. or by mail.

This Suit and other styles at 1.98

Great Skirt Sale

Four Hours only, 9 A. M. to 1 P. M.

These skirts were made to sell for \$4, and we have sold hundreds at that figure, but a great special purchase brought a thousand of them to us at a price so low that we quote this price for Friday:

Women's \$4.50 All-Wool Panama Skirts, \$1.98

Skirts of all-wool Panama and English mixtures in five late side-plaited models, some with folds on the bottom and some without—black, navy blue and brown—extra sizes as well as regular sizes. None C. O. D. or by mail.

Big Sale of Sheet Music

FRIDAY AND SATURDAY

9c Music You Hear Played and Sung Everywhere, a Copy 9c

Big Friday Sale of Lawn Waists

Women's \$1.50 Lawn Marie 98c Antoinette Waists,

Women's white lawn waists, made as illustrated, in the Marie Antoinette style—tucking from shoulder to bust and plaiting down front. Short sleeves.

Women's \$3.00 Lace Trimmed Lawn Waists, \$1.48

Women's lawn waists, made with yoke of fine tucking, embroidery and lace insertion—lace trimmed body—attached collar and cuffs—lace trimmed sleeves.

Women's \$3.00 Persian Lawn Waists, \$1.98

Women's Persian lawn waists, made with square yoke of sixty-six tucks and fine lace insertion—entire front of Irish point design—baby tucked back—short sleeves.



Save Two-Thirds on These

Silk Remnants

Recent big silk selling gives us thousands of pieces of silk measuring from 3 1/2 to 45 yards. Every one of these pieces will be placed on sale Friday in three lots. These are:

Rough pongees, shantung, white satins, messalines, cyranos, p. en de soie, Japanese silks, kimono silks, soularis, doté, indias, colored tulle, black tulle, black pongees, black waterproof silks, white habutais and printed satins. These prices per yard:

25c, 35c and 39c

Washable Pongees, 59c
55c Washable Pongees, 30 inches wide; soft finish. Shades are light blue, pink, lavender, champagne, old rose, violet, green, cardinal, black, cream and white.

Figured Foulards, 39c
A broken assortment of 75c and 85c Figured Foulards; many choice patterns; light and dark grounds; 23 and 24 inches wide.



Linoleum Sensation

No Mail or C. O. D. Orders
Sale between 8 and 10 A. M. and from 2 to 4 P. M.

15,000 yards of Cook's and Nairn's best quality Cork Linoleum—extra heavy—in remnant lengths. All colors and designs.

10c a yd.; value 85c

98c. XXXX Sheet Linoleum Four Hours Only at 29c

Between 8 and 10 and 2 to 4 P. M.

XXXX Sheet Linoleum, slightly damaged, but does not hurt it much.

Inlaid Linoleum
Inlaid Linoleum, cut from the full rolls; special from 9 to 11 A. M. and from 2 to 4 P. M.; value \$1.69 a yard.

Ollecloth
Best quality Ollecloth in remnant lengths from 3 to 40 yards. Hanging in price from 35c down to 15c

Laces.

Five specials that indicate the low range of our Friday prices. We are lace specialists and furnish more for the money than any other house in America.

Valenciennes Laces.

Valenciennes laces, edgings and insertions; also Point de Paris laces; 2 1/2 to 5 inches wide.

Value 12c, A Yard 5c. All over Nets.

All over nets in both double and single widths; dotted and small figured designs; worth 75c and 1.00; special, a yard, \$1.29 and 59c & 79c

Shantung Robes.

Value \$30, At \$19.98.
Hand embroidered Shantung robes in an entirely new model.

Veils

We know and we guarantee these prices to be the lowest in New York.

50c Veilings at 15c

New Veilings in all of the leading styles; also closely spotted thin mesh Veilings that have sold for 50c; special, a yard, 15c.

50c Lace Veils, 25c

Washable lace veils, bordered; 4 1/2 yards long; have sold for 50c.

Hosiery

Special Friday Prices.

Don't ignore these bargains, because they are actually the best to be had in New York.

Women's 19c Cotton Hose, 12 1/2c

Women's Cotton Hose, seamless, with unbleached feet; fast black. A splendid wearing quality, that usually retails for 19c.

Women's 39c Gauze Lisle Hose, 25c

Women's Gauze Lisle Hose; fast black, double soles. Special, 3 pairs for 72c, or 25c a pair.

UNMATCHABLE FRIDAY BARGAINS

GOWNS.

From 9 to 12 A. M. to-morrow only. Of heavy muslin, full size, deep yokes with cluster of tucks, embroidery in settings and Point de Paris laces—limit 2 to a customer, from 9 to 12 A. M. only. 39c each.

NEW YORK'S FASTEST GROWING STORE AND

Rothenberg & Co.
SATISFACTION GUARANTEED OR MONEY PROMPTLY REFUNDED
WEST 14TH ST.

Rousing Millinery Values.

The Sunbeam

The best shape of the season, shown in all the best straws, such as champagne, burnt and black, etc., shown in combinations. Sold regularly up to \$1.50; while they last, 49c at



Dress Shapes

The very best new shapes of the season, shown in black, blue and white. Neapolitan. This lot does not contain old shapes. An extraordinary special, at 98c at

PETTICOATS

From 9 to 12 A. M.

To-morrow only.

Of excellent quality cambric, full umbrella flounce, with 2 and 3 insertings of wide tulle and deep lace edge. 59c at

Great Sale of Women's Sample Suits

\$12.98 and \$15 Values, at \$6.98

We just received this lot fresh from the manufacturers. They're samples every one of them, which we purchased at a marvellous sacrifice, and shall offer them to you at a half, and more, regular cost.

THIS SILK SUIT 6.98



Scarcely two suits alike, but all the very latest and newest styles, including Silk Shirt Waist Dresses and Jumper Suits. A variety of handsome patterns and new shadings. Also Prince Chap Panama Suits. Skirts are all deep-plaited models cut very full and, being samples, made with extra care. All sizes in black and white checks and stripes; also blues, golden brown, red, green, plum and black. Every garment worth at least \$12.50—many as high as \$15. Sale price

Alterations Free—Saving \$3 to \$5 Extra

Stylish All-Wool Pony or Eton Suits

Made in a choice assortment of beautiful mixtures, checks and plaids. JACKETS are richly trimmed with Hercules braid, lined throughout with GUARANTEED SATIN. New plaited model skirt, cut very full. Regular \$10.00 suits. On sale from 9 A. M. to 12 M. only at (no alterations made) 4.98

For Choice of 450 Stunning \$3.98 Skirts

A wonderful selection of stunning skirts in to-morrow's special sale. All the newest cluster plaids and box-plaited styles; high killed; made of excellent quality Panamas, in black, blue, brown, cream or red, and strictly all-wool Spring Suitings; worth double sale price of \$1.98.

Golden Brown Oxfords

For Women—a sale without an equal. A value standing supreme in every respect. These are simply great, in shades of Golden Brown, shades, blucher cut, toe caps, latest lasts, kid lined throughout. Cuban heels, sizes 2 1/2 to 7; sale price 1.69

Girls' Russet Shoes

Considering that the russets are the scarcest commodity on the market at the prices we are offering them they should be all sold long before the closing bell rings. This is a special lot, just received; made of light-shade leather, lace or button, 4 or spring heels.

Size: 5 to 8 8 1/2 to 11 12 to 2
69c 89c 98c

Girls' Box Coats

From 9 to 12 A. M. Only

Made of beautiful all-wool fancy plaids, checks or stripe mixtures, in rich collarless model; trimmed with silk velvet or tulle; double-breasted; deep collar facing; patch pockets; sizes 6 to 14; regularly \$3.00 each; from 9 to 12 A. M. to-morrow, at

75 Girls' \$10 Silk Suits, \$5.98

Sample suits, made of fine Silk-Pongee, mannish effect, double-breasted, tailor stitched; sizes 12 to 18, in tan, coral, brown, green, blue or champagne; Ed value. Sale price 5.98

Dress Goods

ALL-SILK FANCY TAFFETA AND LOUISINE, shown in stripes, checks and Jacquard effects, in a wide range of popular styles and colorings. Worth up to 69c; special 39c for to-morrow only, at yd.

38-INCH BRIGHT, LUSTROUS BRILLIANTINE, shown in navy and royal blue and black; 39c quality; 22c for Friday only, yard.

54-INCH NEW SPRING TAILOR SUITING, shown in a handsome array of checks, stripes and plaids—all the newest styles and colorings—a quality that sells regularly and everywhere else at \$1 a yard; sale price, yard 49c

Children's Stockings.

They're fine ribbed cotton stockings, double knee, sole, heels and toes; fast non-crooking black, extra special, pair 6c

Women's Stockings.

Another wonderful bargain—made of fine lisle thread and cotton, plain and silk mercerized; double sole, heel and toe; seconds of the 19c and 25c grades—special at 8c

5,000 Doran Hemmed Towels, size 20x38 in, red borders (limit 6); each 7 1/2c

5,000 yards of Chambray; all colors, also Ginghams in checks and plaids—per yd. 4 1/2c

2,500 pieces of Enamel Ware—some gray, some white and blue, including Lipped Preserving Kettles, 1 to 2 qts; Wash Basins, large size; Soap Dishes, 6c; values up to 25c—special at 9c

17.50

54 Seamless Axminster Rugs, size 4x6 1/2 feet, in Persian and Turkish patterns; regular value \$10.50; for this sale 6.98

100 All Wool Reversible Brussels Rugs, size 3 ft.; excellent wearing qualities; Macallan, Persian and neat small patterns; for this sale 11.66

Extra Special!!

Friday's Big

Booth Bargains

Present values of extreme merit. You'll find these Bargain Booths just in the rear of the center aisle. Main Floor. Extraordinary low prices. Opportunity to buy at a bargain. POSITIVELY UNBEATABLE ANYWHERE.

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4-Hour Sale of

Sample Waists

From 9 to 12 A. M. To-Morrow Only

Waistmade of fine quality white lawn, full blouse, box pleated sides, broad front of fine embroidery in selected patterns. 20 in. x 30 in. full sleeve and tucked stock; from 9 to 12 A. M. only, at

39c

Domestics

Friday's Big Specials

Voile Suitings, in checks and plaids, effects in shades of blue, tan, green, brown; 10c per yard.

Organdies, good quality in floral and coin spot effects; per yard 5c

Hemmed Huck Towels, red borders; limit 1 dozen to each, at 5c

Turkish Towels, extra heavy bleached; special, each 12c

Poplinette, in beautiful shades of blue, pink, green, brown, red, tan, black and white; 12c value 18c yard.

Upholstery Specially Priced

Open Bolster Rolls to fit any size bed, covering of pink or blue. Regular price \$2.49; sale price to-morrow at, each 1.69

Sofa Pillows—worth 45c—of silk floss, size 24x24; special 33c

Brass Extension Rods—with fancy ends, 15c. is the regular price; we sell them to-morrow at, each 6c

Sensational Sale Boys' Clothing

The Balance of the Great Purchase of 4,500 Suits from Sivin Bros., 200 Greene St. 648 high-grade Suits, consisting of boys' double-breasted suits, ages 7 to 15, in grays, browns, blues and mixtures; Russian Blouse suits, ages 3 to 8, in fancies and plain effects; worth as high as \$4.00; to-morrow at 1.45

1,000 Boys' Wash Suits at 45c Men's & Young Men's \$8 Suits at \$5

Russian and Sailor Blouse styles—elegant, desirable, stylish suits, in Galates, Chambrays, and white duck; worth 85c a suit; your choice at 45c

Only 148 in all—but a marvel of good quality and style. Men's suits up to 40 breast; boys', ages 15 to 19; special to-morrow, at 5.00

WORLD WANTS WORK WONDERS